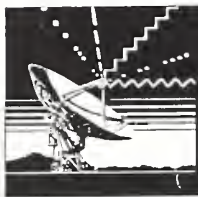


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2732

September 22, 1995

USDA REORGANIZATION CONTINUES -- The U.S. Department of Agriculture's reorganization and reinvention efforts have been effective and beneficial, according to Agriculture Secretary Dan Glickman. USDA is in the process of closing or consolidating nearly 1,200 of its 3,700 field locations and establishing 2,535 USDA service centers where USDA customers can receive one-stop service. Twenty-five percent of the designated locations will have closed or moved by the end of September. The timetable for closing or moving the remaining locations extends through fiscal year 1997. USDA began streamlining in the fall of 1994 by reducing the number of agencies from 43 to 29, in addition to staff reductions of 13,000 over the next five years. USDA reinvention projects have included a number of areas. Examples include: the biggest application of Electronic Benefits Transfer governmentwide to date in the food stamp program which is administered by USDA's Food and Consumer Service, the reduction or improvement of more than 80 percent of the department's regulations, the easing of the paperwork load and reporting requirements for farmers and ranchers. The paperwork project will result in a savings of 2.5 million hours annually of farmers' and ranchers' time dealing with farm program issues. **Contact: Martha Cashion (202) 720-3310.**

ELIMINATING REGULATIONS -- Agriculture Secretary Dan Glickman announced (September 18) that USDA will eliminate or improve 11,700 pages of the U.S. Government's Code of Federal Regulations. Glickman said, "We are cutting or improving more than 80 percent of the regulations we have on the books. USDA touches the lives of Americans every day, and is committed to reducing red tape and making USDA rules easier to understand." Among the reforms are nine loan-making regulations in USDA's farm credit program that will be merged into one regulation, direct rural single family housing loans that will be based on a simple formula which is already used in the guaranteed loan program, and school lunch and breakfast programs that will be consolidated into one comprehensive meal program. These regulatory reform actions are part of the President's National Performance Review effort to reinvent government. **Contact: Martha Cashion (202) 720-3310.**

DEPUTY SECRETARY TO ASIA -- Deputy Secretary of Agriculture Richard Rominger will travel to China, Thailand, Vietnam and Hong Kong September 23 - October 4. During the trip, Rominger will consult with government and private sector officials on issues vital to agricultural trade. Among the stops is Shanghai, where the deputy secretary will promote the opening later this year of the new U.S. Agricultural Trade Office. In Vietnam, Rominger will meet with Vietnamese leaders in Hanoi to discuss the normalization of agricultural relations, including USDA market development programs. Deputy Agriculture Secretary Rominger is the highest level USDA official to visit Vietnam since diplomatic relations were reestablished. **Contact: Tom Amontree (202) 720-4623.**

FARM INCOME CLOSE TO AVERAGE -- USDA analysts are forecasting farm income in 1995 to range between \$40 and \$50 billion, close to the 1990-94 average. With a smaller harvest prompting higher prices, crop receipts could surpass the 1994 record. Livestock receipts could be lower than the previous 5-year average, as large meat supplies pressure prices downward. Higher 1995 grain prices could push government payments, that are forecast at \$5 to 7 billion, to their lowest level for any year in the 1990's. **Contact: Dave Peacock (202) 219-0805.**

COOPERATIVES HIT RECORD -- U.S. farmer cooperatives set a record last year. Net income exceeded the 1980 record to hit nearly \$2 billion in 1994. Net business volume reached a record of more than \$89 billion, surpassing the record set in 1993. The record sales year for the nation's farmer-owned cooperatives was due primarily to higher prices and increased production of feed grains and milk. Also, boosting sales and income were increased sales of livestock, poultry and farm supplies. Secretary of Agriculture Dan Glickman said when producer-owned cooperatives have a good year, it's good for rural America and U.S. agriculture. **Contact: Dan Campbell (202) 720-6483.**

"TEAM NUTRITION SCHOOLS" -- A seven-city tour September 19-28 will highlight the U.S. Department of Agriculture's first "Team Nutrition Schools." In communities across the country, Team Nutrition Schools are actively leading the way to implement USDA's new policy changing nutrition standards for school meals. This program is an innovative network of public and private partnerships that promote food choices for a healthful diet. The tour will culminate in St. Louis, Missouri on September 28 where Ellen Haas, under secretary for food, nutrition and consumer services, will introduce the first Team Nutrition Schools in seven states. **Contact: Johna Pierce (202) 720-4623.**

FACE BRANDING ELIMINATED -- Face-branding requirements have been eliminated for identifying cattle and bison under USDA's national programs to control and eradicate brucellosis and bovine tuberculosis. Lonnie J. King, administrator of USDA's Animal and Plant Health Inspection Service (APHIS) said, "By revising our branding regulations to allow branding on the hip, cattle will still be easily identified for disease control and eradication purposes without causing undue stress to these animals." In addition, if cattle or bison are moving interstate directly to slaughter, they can be moved without branding if they are accompanied by a USDA APHIS or state animal health representative. If cattle or bison are moved directly to slaughter or into slaughter channels, they also can move without branding if they are in vehicles closed with official seals. Seals can be removed only by APHIS or state representatives, USDA-accredited veterinarians or USDA-authorized individuals. **Contact: Kendra Pratt (301) 734-6573.**

FOOD ACCESS CHALLENGE -- Agriculture Secretary Dan Glickman challenged delegates at USDA's Food Access Conference to improve retail food access to underserved urban and rural areas. The conference, held September 18 and 19, provided a forum for experts in food store development, economic development and food policy to identify and support links between improved food access and local economic development. The meeting was an opportunity to share successful strategies for increasing access to food through development of full-line, affordable food stores, and alternatives such as farmers' markets and transportation options. **Contact: Murray Rapp (703) 305-2286.**

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FROM OUR RADIO SERVICE

AGRICULTURE USA # 1999 -- In this edition of Agriculture USA, Brenda Curtis reports on the latest information on nutrition and those things called antioxidants and phytonutrients. **(Weekly cassette -- five minute documentary)**

CONSUMER TIME # 1478 -- Fine-tuning the dietary guidelines. Being a veggie detective. House raising. The invisible trail that makes wildfires. Cajun cookin'. **(Weekly cassette -- consumer features).**

AGRITAPE # 1991 -- Reinventing government. Pork exports soaring. Net farm income is up; cash farm income is down. Study supports alternative farming practices. Developing new rice varieties for export. **(Weekly cassette -- news features).**

UPCOMING ON USDA RADIO NEWSLINE -- Thursday, September 28, tobacco; world markets and trade. Monday, October 2, world horticultural trade. Tuesday, October 3, weekly weather and crop outlook. Wednesday, October 4, aquaculture outlook. Tuesday, October 10, world agriculture supply and demand (cotton). Wednesday, October 11, world supply and demand; cotton and wool outlook. Thursday, October 12, oil crops outlook; rice outlook; wheat outlook and hog outlook. **These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.
COMREX ENCODED (202) 720-2545**

Material changed at 5 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES -- Pat O'Leary reports on the tenth anniversary of USDA's Beagle Brigade.

ACTUALITIES -- Secretary of Agriculture Dan Glickman on the 1995 Farm Bill and USDA reorganization; USDA Budget Director Stephen Dewhurst on regulation reduction; USDA meteorologist Bob Stefanski on weather and crops.

UPCOMING FEATURES -- Pat O'Leary reports on a USDA program to improve housing for farm laborers. Lynn Wyvill reports on Earth Team volunteers who are working to preserve our natural resources.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

Thursday, September 28, from 3:45 p.m. to 4:15 p.m. ET, Galaxy 6, C-band, Transponder 1, channel 1, downlink frequency 3720 MHz, audio 6.2 and 6.8.

Comments and suggestions are welcome regarding USDA broadcast services.
Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

OFF MIKE

LOTS OF APPREHENSION...is being felt by farmers this week in the northern and central plains states because of forecasts of early freezing temperatures. **Rich Hawkins** (KRVN, Lexington, NE) says at least another week without a freeze would help both corn and soybean farmers, but even longer would be better. Since farmers in his area feed a lot of high moisture grain, all would not be lost in case of an early freeze, but dry grain yields would be seriously affected. KRVN is owned by 4,000 farmers who are organized into a nonprofit association dating back to 1947. The station, which began broadcasting in 1951, was organized to improve the kind of market information available to farmers. KRVN has nine farmers who are elected to its Board of Directors at an annual meeting in November. Rich will mark his 16th year at KRVN October 31.

KANSAS FALL CROPS...are two weeks behind normal maturity so farmers there are concerned about crops reaching harvest stage before freezing temperatures hit. **Kathy Patton** (Kansas Ag Network, Topeka, KS) said southwest Kansas received welcome rain recently which will encourage winter wheat planting. Kathy added that they just finished their broadcast coverage of the Kansas State Fair, September 8-16, where **Secretary of Agriculture Dan Glickman** was a guest speaker (September 9).

BIG CHEESE NETS BIG BID...at the New York State Fair. **Ed Slusarczyk** (Ag Radio Network, Utica, NY) was the winning bidder for a 150-pound cheddar cheese at the fair's Dairy Day. Bidding started at \$500 and ended at a record \$1,275. Ed has arranged for the big cheese to be cut up and stored. County and state dairy princesses will give out the cheese bits at upcoming events. Let's see, how much is that per pound?

MINNESOTA FARM NETWORK...and the rest of the MNN Radio Networks have moved to new studios in Minneapolis, reports **Tom Rothman**, farm director. New address is 331 Eleventh Street So., Minneapolis, MN 55404-1009. Phone number is 612-321-7220.

Larry A. Quinn

LARRY A. QUINN, Director

Video, Teleconference and Radio Center



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